



Billing Code 3410-DM-P

DEPARTMENT OF AGRICULTURE

Food Safety and Inspection Service

[Docket No. FSIS-2012-0022]

Notice of Request for a New Information Collection (Food Safety Education Campaign—Post-Wave Tracking Survey)

AGENCY: Food Safety and Inspection Service, USDA.

ACTION: Notice and request for comments.

SUMMARY: In accordance with the Paperwork Reduction Act of 1995 and the Office of Management and Budget (OMB) regulations, the Food Safety and Inspection Service (FSIS) is announcing its intention to request a new information collection for a post-wave tracking survey associated with the Food Safety Education Campaign. The post-wave survey is conducted after the initial tracking survey is completed, and the media campaign has begun and has had time to reach its intended audience.

DATES: Comments on this notice must be received on or before [INSERT DATE 60 DAYS AFTER PUBLICATION OF THIS NOTICE].

ADDRESSES: FSIS invites interested persons to submit comments on this notice. Comments may be submitted by one of the following methods:

- Federal eRulemaking Portal: This Web site provides the ability to type short comments directly into the comment field on this Web page or attach a file for lengthier comments. Go to <http://www.regulations.gov>. Follow the on-line instructions at that site for submitting comments.

- Mail, including CD-ROMs, etc.: Send to Docket Clerk, U.S. Department of Agriculture, Food Safety and Inspection Service, Patriots Plaza 3, 1400 Independence Avenue SW, Mailstop 3782, Room 8-163A, Washington, DC 20250-3700.

- Hand- or courier-delivered submittals: Deliver to Patriots Plaza 3, 355 E. Street SW, Room 8-163A, Washington, DC 20250-3700

Instructions: All items submitted by mail or electronic mail must include the Agency name and docket number FSIS-2012-0022. Comments received in response to this docket will be made available for public inspection and posted without change, including any personal information, to <http://www.regulations.gov>.

DOCKET: For access to background documents or comments received, go to the FSIS Docket Room at Patriots Plaza 3, 355 E. Street, Room 8-164, Washington, DC 20250-3700 between 8:00 a.m. and 4:30 p.m., Monday through Friday.

FOR ADDITIONAL INFORMATION: Contact John O'Connell,
Paperwork Reduction Act Coordinator, Food Safety and
Inspection Service, USDA, 1400 Independence Avenue, SW,
Room 6065 South Building, Washington, DC 20250, (202) 720-
0345.

SUPPLEMENTARY INFORMATION:

Title: Food Safety Education Campaign Post-Wave Tracking
Survey.

Type of Request: New information collection.

Abstract: FSIS has been delegated the authority to
exercise the functions of the Secretary (7 CFR 2.18 & 2.13)
as specified in the Federal Meat Inspection Act (FMIA) (21
U.S.C. 601, et seq.), the Poultry Products Inspection Act
(PPIA) (21 U.S.C. 451, et seq.), and the Egg Products
Inspection Act (EPIA) (21 U.S.C., et seq.). FSIS protects
the public by verifying that meat, poultry, and egg
products are safe, wholesome, not adulterated, and
correctly labeled and packaged.

FSIS, in partnership with the Ad Council, the Food and
Drug Administration, and the Centers for Disease Control
and Prevention, developed a new national public service
advertising campaign to educate the public about the
importance of safe food handling and how to reduce the

risks associated with foodborne illness. FSIS is seeking approval of a new information collection to help evaluate the impact of the Food Safety Education Campaign. The new collection will take the form of a post-survey of members of the target audience and will help gauge awareness of the advertising, attitudes regarding safe food preparation, and self-reported prevention behaviors. The post-wave survey will be fielded approximately 12 months following launch of the Food Safety Education Campaign, which occurred in July 2011, to monitor any shifts in attitudes, awareness, or behaviors in the target audience over time.

The campaign targets parents, ages 20 to 40, who are caregivers for children between the ages of 4 and 12. Parents have been identified as the target audience because they are most likely to be preparing food for themselves and others, and they have an incentive to listen to food safety messages and adopt or change their behaviors as a result.

The post-wave survey will be administered using a national random digit dial phone methodology in both English and Spanish. Each respondent will answer questions about their attitudes about food safety, their awareness of the risks of foodborne illness, their own efficacy with

regard to preventing foodborne illness, and their own use of safe food-handling practices. The public service announcements (PSAs) will also be described to respondents in order to gauge recognition of the ads in market.

Once the post-wave survey is conducted, FSIS and the Ad Council will compare results to identify any shifts in attitudes, awareness, or behaviors that occurred as a result of the media campaign. The results of the post-wave survey will be used to assess the effectiveness of the campaign thus far and inform future rounds of PSAs.

FSIS has made the following estimates based upon an information collection assessment:

Estimate of Burden: FSIS estimates that it will take respondents an average of 15 minutes per year, and non-respondents an average of 2 minutes per year, to respond.

Respondents: Consumers.

Estimated No. of Respondents: 7,200.

Estimated No. of Annual Responses per Respondent: 1.

Estimated Total Annual Burden on Respondents: 500 hours.

Copies of this information collection assessment can be obtained from John O'Connell, Paperwork Reduction Act Coordinator, Food Safety and Inspection Service, USDA, 1400

Independence, SW, Room 6065, South Building, Washington, DC 20250, (202) 720-0345.

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper performance of FSIS's functions, including whether the information will have practical utility; (b) the accuracy of FSIS's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques, or other forms of information technology. Comments may be sent to both FSIS, at the addresses provided above, and the Desk Officer for Agriculture, Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20253.

Responses to this notice will be summarized and included in the request for OMB approval. All comments will also become a matter of public record.

USDA Nondiscrimination Statement

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's Target Center at 202-720-2600 (voice and TTY).

To file a written complaint of discrimination, write USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call 202-720-5964 (voice and TTY). USDA is an equal opportunity provider and employer.

Additional Public Notification

FSIS will announce this notice online through the FSIS Web page located at

[http://www.fsis.usda.gov/regulations_and_policies/Federal Register Notices/index.asp](http://www.fsis.usda.gov/regulations_and_policies/Federal_Register_Notices/index.asp).

FSIS will also make copies of this Federal Register publication available through the FSIS Constituent Update, which is used to provide information regarding FSIS

policies, procedures, regulations, Federal Register notices, FSIS public meetings, and other types of information that could affect or would be of interest to constituents and stakeholders. The Update is communicated via Listserv, a free electronic mail subscription service for industry, trade groups, consumer interest groups, health professionals, and other individuals who have asked to be included. The Update is also available on the FSIS Web page. In addition, FSIS offers an electronic mail subscription service which provides automatic and customized access to selected food safety news and information. This service is available at http://www.fsis.usda.gov/News_&_Events/Email_Subscription/. Options range from recalls to export information to

regulations, directives and notices. Customers can add or delete subscriptions themselves, and have the option to password protect their accounts.

Done at Washington, DC, on: May 8, 2012

Alfred V. Almanza,

Administrator.

[FR Doc. 2012-11720 Filed 05/14/2012 at 8:45 am; Publication Date: 05/15/2012]